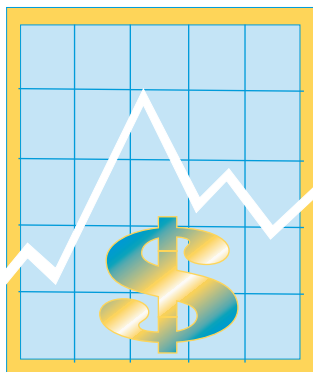




What
Would It Take
to Turn Your
Idea for a Product
or Service Into
a Reality?



Do you need money to develop a new product or service?

Have limited resources prevented you from moving ahead with a great idea for a product or service? Like most folks who work at the Census Bureau, you've envisioned a wonderful new or re-engineered product or service to benefit our customers. Perhaps it combines economic and demographic data or combines products by geographic level. Or, maybe you've

listened to customers who complain that a product would be more useful if it only provided more manipulation of data, time-series, or a different form of presentation. Well, here's your chance to do something about it.

Effective October 1, 1997, the Bureau made available resources—an initial amount of \$100,000—seed money. And, you and your division or office can use monies provided by this fund to help you develop re-engineered or new products and services and to bring them to market. You need only to follow the easy directions listed in this brochure.

Members of the Marketing Coordinators Team are key contacts for marketing related activities in each directorate:

Joe Cortez (FLD)
Leo Dougherty (GEO)
Barbara Garner (DIRS)
Bob LaMacchia (GEO)
Haydn Mearkle (FTD)
Jeanne Woodward (HHES))

Joanne Dickinson (MSO)
Mike Garland (ACSD)
John Kavaliunas (MSO)
Greg Lestina (SRD)
Mark Wallace (EPCD)
Paul Wyatt (PIO)



Here's how the process works:

- Answer the questions about your proposed product/service at the end of this brochure
- Run your idea and application past your divisional management, or
- Talk to a marketing coordinator from the list in the box, and
- Drop off your suggestion at the Marketing Services Office (MSO), Room 3023-3
- MSO will take it from there. Its staff will follow through for you. They will:

Present and review your idea with the Bureau's Marketing Coordinators Team. If it's a go, and in support of your concept, the MSO and the necessary proposed program area(s) will:

- conduct research to determine:
 - strengths, weaknesses
 - opportunities, threats
 - estimated costs for development:
 - market testing
 - production
 - promotion
 - target market(s)
 - potential partners, if needed
 - potential competitors
 - projected sales
- develop a marketing plan that includes:
 - pricing considerations
 - distribution channels
 - proposed promotions

If the business case supports the marketability of your concept, the marketing coordinators team will approve the use of corporate funds to develop and market your idea.

For criteria on the use of the funds see the back cover of this brochure.

Here's how to apply:

On a separate sheet(s) of paper please provide the following information:

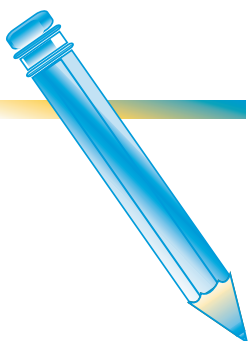
1. Date Submitted
2. Originator's Name
3. Organizational Unit
4. Office Phone
5. Name of Proposed Product or Service
6. Description of the Product or Service

Briefly describe your proposal and its purposes. Include also, the circumstances that led you to develop this concept.

Your description **MUST** address each of the following criteria:

- Description of the new product or service
- Estimate resources required
- How your product/service is unique and innovative to the Census Bureau
- How it is different to distinctive from what other sources are providing
- How your product or service will benefit customers?
- Your product or service's proposed life cycle and "window of opportunity"

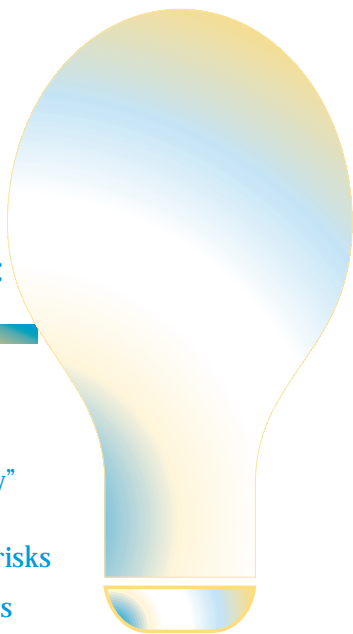
7. Proposed target markets



(Detach here)



To ensure the eligibility of your idea, be sure that your application:



- Explains clearly all information requested in the “Here’s how to apply” section of this brochure
- Addresses resources and risks
- Details the customer focus and benefits
- Adds value to existing products/services or
- Adds a new product/service that customers will value

For more information

If you’d like to discuss your idea, features of this new program, or have other questions in general about the Marketing Services Office, please call us at 301-457-4081. Or, you can visit our Intranet site (<http://cwww.census.gov/mso/www>) where we provide general marketing information and resources.



Here's the criteria for use of the funds:

Funding may cover:

- staff time
- equipment
- manufacture
- marketing and promotional activities.

Reimbursement-in-full of the seed money would come from the initial product/service revenues received. Pricing and revenue-sharing policies would apply.

And furthermore...

Your innovation may entitle you or your team for up to \$10,000 from the New Director's Award for Innovation